



PRESS RELEASE

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BrauBeviale in top form

Trade fair offer provides clear answers to challenges for the industry

After a 4-year break in its exhibition schedule BrauBeviale in Nuremberg will start again from November 28-30, 2023. With a diverse range of exhibitors, precisely designed special areas and a broadly-based support program, visitors from the beer, soft drinks and mineral water industries, as well as from the wine, sparkling wine and spirits industries, will find practical solutions for their operational requirements in process technology, filling and packaging, or in logistics.

At a press conference in Milan, the show organizers presented their program for this year and drew a close connection between the challenging economic environment and the clear responses offered by the show's overall line-up. The organizers used three key topics to illustrate the current challenges in the beverage industry: In many segments, for example, consumption figures, and correspondingly production figures for many beverages, had not returned to 2019 levels even by the end of 2022. Furthermore, a shortage of appropriately skilled workers in the catering industry was contributing to the fact that out-of-home consumption in particular still had some catching up to do.

Challenging economic environment

There is always movement within the industry, and thus the number of breweries in Europe, with an increase of 614 during 2022, further demonstrates that forward-looking entrepreneurs continue to assess the potential in the European beverage market very positively. At the same time however, the enormous cost increases, which according to a survey by the German Brewers' Association (Deutscher Brauer Bund), have resulted in a 140 percent increase in the price of new glass, a 135 percent increase in the price of carbon dioxide, and a 150 percent increase in the price of brewing malt, demand a high degree of flexibility in the procurement policies of beverage producers and breweries. In addition, the requirements recently published in the EU's draft Packaging and Packaging Waste Directive

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(PPWR) bring new uncertainties, particularly with regard to the development of reusable packaging strategies in Europe.

Solutions at BrauBeviale

Beverage producers and brewers, as well as winemakers, are therefore well advised to establish a solid basis for their investment programs by means of gathering comprehensive information on raw materials, new machinery, production solutions, or logistics concepts. BrauBeviale offers a comprehensive range of products and services for the entire process chain in nine halls covering approx. 40,000 m² of exhibition space with around 900 exhibitors. Alone 130 suppliers for packaging, closures, labelling, and secondary packaging will show their solutions for the tasks involved in product-appropriate and efficient packaging. The pressing question of carbon dioxide supply, for example, will be addressed by 17 suppliers and answered with state-of-the-art solutions. Alternatively – raw material topics: answers to questions about securing raw materials can be discussed with a total of 88 suppliers. The product database is already online and can be accessed by all users in the beverage and brewing industry to obtain the comprehensive supplier information even before visiting the event. From July 25, the ticket store will be open so that planning for a visit to BrauBeviale can be easily started online.

Support program for all visitor groups

New in this year's exhibition portfolio – around 70 percent of exhibitors will include an offering for the customer group winegrowers – is a special show on grape processing and cellar management in Hall 4A. In this way, the exhibition also offers interesting stimuli for operators in wine production. "We are investing in this special area," explains Andrea Kalrait, Executive Director of BauBeviale, "in order to demonstrate that the range of products and services at BrauBeviale is very broadly diversified and that a visit is therefore also worthwhile for those in the wine industry." The supporting program will again cover a wide range of topics: "Sustainability in the light of climate and market changes", "Industry Hotspots Future" to "Corporate profiling via sustainability", to "Containers, Systems under Pressure" and on to "Raw Materials" demonstrate how brewers and beverage producers or even vintners can deal with the current challenges. The Forum BrauBeviale in Hall 1 is the address for visitors who want to find impulses for this. Furthermore, this is also the address for all visitors with a focus on marketing: "Branding the Brain" or sustainability in brand communication are the current hot topics for all interested parties.

But also the special areas with the Expert Forum, an exhibitor platform in Hall 4 or the Logistics Lounge, (also in Hall 4) will provide for knowledge enhancement and stimulating exchange. With the Craft Drinks Area in Hall



6, BrauBeviale once again addresses a broad field of brewers and focuses on individual beer types and ingredients. The perfect place for beer connoisseurs or those who want to become one is the European Beer Star – this year in its 20th iteration. Over 500 breweries from 44 countries are sending entries. The brewers will showcase their brewing skills and face the critical palate of the jury. The wide-ranging supporting program, which is free of charge for all visitors, will be available to view online at braubeviale.com from September.

ABOUT YONTEX – Combining beverage exhibition know-how

A special feature of the press event in Milan was the provision of background information on the company foundation of YONTEX. This joint venture between NürnbergMesse and Messe München now combines the two renowned beverage exhibitions BrauBeviale and drinktec under one roof. The shows will remain in their familiar rhythm; annually for BrauBeviale, with the exception of the drinktec years, and quadrennially for drinktec. The synergy effects anticipated from this were presented by Petra Westphal, Executive Vice President: With new services for visitor support and a consistent development of the exhibition program in line with the needs of the industry, this new company will further develop both shows in such a way that the future of the industry can be shaped in the best possible way.

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